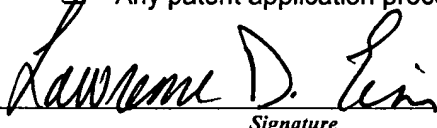


AMENDMENT TRANSMITTAL LETTER (Small Entity) Applicant(s): Jon W. BROWN, et al.				Docket No. LET-107	
Serial No. 09/955,750	Filing Date September 18, 2001	Examiner Ramakrishnaiah, Melur		Group Art Unit 2643	
Invention: METHODS AND SYSTEMS FOR DYNAMICALLY SERVING IN-STREAM ADVERTISEMENTS					
<div style="border: 1px solid black; padding: 5px; display: inline-block;"> RECEIVED SEP 10 2004 </div>					
<u>TO THE COMMISSIONER FOR PATENTS:</u>					
Technology Center 2600					
Transmitted herewith is an amendment in the above-identified application.					
<input checked="" type="checkbox"/> Small Entity status of this application has been established under 37 CFR 1.27 by a verified statement previously submitted.					
<input type="checkbox"/> A verified statement to establish Small Entity status under 37 CFR 1.27 is enclosed.					
The fee has been calculated and is transmitted as shown below.					
CLAIMS AS AMENDED					
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	15 -	20 =	0 x	\$9.00	\$0.00
INDEP. CLAIMS	3 -	3 =	0 x	\$43.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00
<input type="checkbox"/> No additional fee is required for amendment.					
<input checked="" type="checkbox"/> Please charge Deposit Account No. 50-1390 in the amount of \$55.00					
<input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-1390					
<input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16.					
<input type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.					
 Signature			Dated: September 7, 2004		
Lawrence D. Eisen, Reg. No. 41,009 SHAW PITTMAN LLP 1650 Tysons Boulevard McLean, Virginia 22102 (703) 770-7900 LDE/RAR/lrhj			I certify that this document and fee is being deposited on _____ with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.		
			Signature of Person Mailing Correspondence		
			Typed or Printed Name of Person Mailing Correspondence		
cc: Customer No. 28970					



ET-107

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of: JON W. BROWN, ET AL. Serial No.: 09/955,750 Filed: September 18, 2001 For: METHODS AND SYSTEMS FOR DYNAMICALLY SERVING IN- STREAM ADVERTISEMENTS	Art Unit: 2643 Examiner: Ramakrishnaiah, Melur
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AMENDMENT

RECEIVED

SEP 10 2004

Technology Center 2600

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed on May 7, 2004, please amend the above-identified application as follows:

A petition for a one month extension of time is being filed concurrently herewith. Any additional fee necessary for consideration of this response is hereby authorized to be charged to Deposit Account Number 50-1390.

Amendments to the Specification: none.

Amendments to the Claims: reflected in the listing of claims that begins on page 2 of this paper.

Remarks: begin on page 8 of this paper.